

# RECORE *Newsletter*

## TRADING

COMPANY, L.L.C.

4 Bridle Bridge Rd. • Hudson, NH 03051  
[www.recoretrading.com](http://www.recoretrading.com)



*Don Belisle, Sr.  
 Owner of  
 Recore Trading  
 Company, L.L.C.*

## The Latest Way They Are Picking Your Pocket

**By Don Belisle, Sr.**

Recently a yard owner called me with a question. This particular owner has been selling to us here at Recore for years and is considered a good friend. He deals primarily with late model parts

cars and sells higher end late parts; he stores his converters up and usually sells to us once a year. Typically, we will let him know when the market is up and it is a good time to sell. The owner's issue was his customers not returning cores back to him on late model Hybrid exhaust manifolds (of which he has sold many). The yard would sell the exhaust manifold leaving the converter attached, charge a \$500.00 core charge then expect the core to come back with a converter. He felt \$500.00 was incentive enough to get the buyer to send back the core. We all know it is illegal to sell used uncertified converters however technically the yard is selling the manifold not the converter. I'm not going to debate the legality of doing this and that is not the point of this article. The point is that the yard was selling a part charging a \$500.00 core charge and not getting the cores back. His question to me was what were these Hybrid converters really worth. I explained that Hybrid converters have high values since the concentration of precious metals is very high, this particular model of converter when assayed consistently comes back with values between \$1100.00

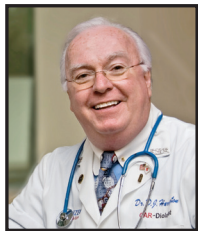


and \$1400.00! Obviously, the part buyer knew this and had no intention of returning the core. He was buying the used manifold (with converter attached) then scrapping the converter for a tidy profit. The first time he did this he got his manifold for free plus profit, the subsequent ones went straight to scrap! Who knows how many yards this and other buyers have hit, literally picking the pockets of the salvage yards! You can bet going forward this owner will not let ANY converters go out with parts, or at the very least get a \$1500.00 core charge! Yard owners are having things tough enough without having "customers" skimming their profits. We tell all our suppliers to call with any question on any converters actual worth, we will work with you to prevent someone else from taking your profits. Even though the highest value paid by us for converters is the result of us assaying them we have all the recent assay results on all types of converters and can instantly provide accurate pricing to protect you.

With the platinum group metals prices where they are now there are a lot of converters with extremely high values. It comes as a very pleasant surprise to our suppliers when they get the results of their assays, converters are through the roof! We just want the yards to retain ALL the value they can!

PRSRT STD  
 U.S. POSTAGE  
**PAID**  
 FIVE MAPLES

# Make More \$\$ on eBay with Car-part.com By D.J. Harrington



Here is a great story. Two months ago, I received a call from Doug Williams, an old customer who owned Eagle Auto Parts located in Martinsburg, WV. Doug and his wife, Lori, purchased Eagle Auto Parts back in 1983. I have been there many times and would speak to all their employees

and follow up with a customer appreciation dinner one evening. Schedule was like what I did at Nordstrom's in South Dakota, Wellers in Michigan, and AAA in Minnesota. Only difference is that Doug and Lori had recently sold their facility to a large scrap metal recycling company, Conservit, Inc. in Hagerstown, Maryland. Doug had some challenges and wanted me to focus on employee morale, team building and increasing production, but he needed someone who could put into action prescribed methods and best practices of very successful every day, professional recyclers. Not a small task, but this doctor was willing to diagnosis and prescribe the right changes to get that business back to health. Sometimes thinking creatively means you bring in others to help you.

That is certainly why I brought in Ron Matthews from Rhode Island. I met Ron through Car-part.com many years ago. He is an expert on turning recycling centers around. I do not use the term EXPERT lightly here because at Eagle Auto Parts, Ron had the eBay department double their business in only one month. Incredible achievement. When I called Doug this week, he told me that Car-part.com made all the difference. I called Ron, he answered his cell phone even though he was working at 2060 Auto Parts in Buffalo, New York. Here's a quick update on this 3-generation location. First, they have been in business since 1972. When I spoke with Michael Serwicki, Jr., he explained to me how his grandfather who at the time operated Clinton Collision, went to his local junk yard to buy a part for a car he was working on and came back with the part and became the owner of the place from which he had purchased that part. The grandfather, Matthew Serwicki, Sr. was called Matty by most everyone. A decade has passed and Michael Serwicki, Sr., son of Matthew Sr. stepped into his father's shoes to revive this old-fashioned

yard into a fully operational automotive recycling enter. After 37 years of hard work, building and operating the business, Michael suddenly died, leaving his son Michael, Jr. to continue the legacy of 2060 Auto Parts. Today, it's one of the top auto recyclers of Western, New York.

To coin Paul Harvey's phrase, here's the rest of the story. 2060 Auto Parts hired a gymnast, Jeff Matthews...no relations to Ron Matthews. Remember, Jeff has NEVER been a recycler, nor did he ever work in a yard. In fact, Jeff also competed in gymnastic events and coached kids to be successful gymnasts. As Jeff put it, when 2060 Auto Parts hired him, with Car-part's HELP in only 2 months, Jeff was a professional, eBay person doing 20 to 30 thousand a month himself.

They use Matt Hamlin from OneLine Parts Depot. Matt is located out of Boyertown, PA. He takes a small percent and helps run your eBay department. His email address is matthamlin@onlinepartsdepot.net. You see Doug Williams, from Eagle also just signed up with Matt Hamlin too. What I learned from my contacts with these people is that Car-part.com has



eBay classes every Wednesday which are taught by Theresa Colbert, who is an eBay expert. If you've attended an ARA or URG Convention in the past, you've probably heard Theresa speak. She is excellent. The classes are free-YES, FREE to any recycler. I took the class, "Selling Used Parts IN an Online World". Another good one is "Getting Started with eBay". Car-part.com has them every Wednesday from 12 pm to 2pm, Eastern time. Go to products.car-part.com. Click on webinars and you will find the choices. Everyone I spoke to bragged about the Car-part.com classes and how those webinars/classes have helped increased their eBay department. With my calls for answers on what everyone is doing to increase sales, one story lead to another story. So I'm glad that I picked up the phone to talk to several people in this industry.

With all that COVID-19 has thrown at businesses today, we must be all in. We need to make sure our eBay departments are making serious money. The timing could not be any better, and Car-part.com is the answer. I could probably list 30 more companies that would say the same thing. However, I will leave it here. Thanks, Theresa and thank you Car-part.com. See you next time.

D.J. Harrington can be reached at 800-352-5252, email: dj@djsays.com, website: www.djsays.com

## CATALYTIC CONVERTER EXPERTISE



Recore Trading

Company has been in the catalytic converter business since the very beginning of catalytic converter recycling. With over 28 years of precious metals experience, we have assay based knowledge to group similar metal content cats together and process them that way for maximum return.



# Tools for Success: Learn to Talk Up as Well as Down By Ron Sturgeon

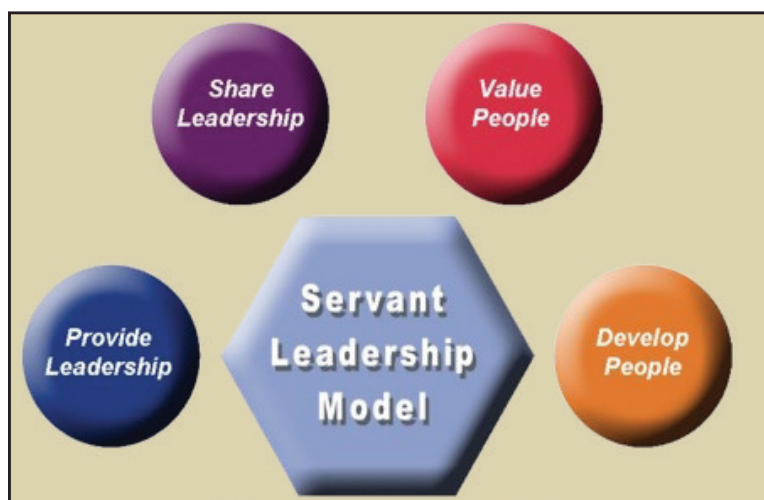


The first article in this series listed more than 25 tactics to increase your business success, all of them based on my experience. I started with nothing and didn't get to college, so I know you can achieve maximum success, regardless of your education. E-mail me to get the first

article (or any of the other articles) in the series. Each takes a closer look at one of the tactics listed in that first article.

Not everyone is the same in your world. If, as a boss, you can't talk to employees with a proper tone, they won't like you and won't produce as well. As entrepreneurs and managers, we need to get along well with many kinds of people to achieve our goals: vendors, service providers, professionals, employees and perhaps, most importantly, your bosses.

I would argue that everyone on your team is like a boss. I love Ken Blanchard's book, *Servant Leadership*. Whether you are an owner or a manager, you need to be able to set different expectations and talk to people at different levels of the enterprise in ways that make them want to work for you.



In the real world, the level of performance and the amount of accountability you should expect differs. We all wish everyone did exactly what they were supposed to and were super accountable. But you've likely got what I call worker ants on your team. We all need solid worker ants, but they likely aren't as well educated or as thoughtful about how they handle you, money and other relationships as executive leaders would be.

If you hold worker ants to the same standard as you hold your sales manager, they will leave. I know it sounds bad, but you have to tolerate some mediocrity and recognize that some people can contribute but only at a certain level. As they improve their skills, give them greater opportunities.

About bosses. I always say that many business owners' single biggest failure is that they don't have a boss. They are autocratic and think they have all the answers. You don't know what you don't know. If they had a boss to question their logic or actions, their performance would be improved. We all have had bosses who were their own worst enemies.

Everyone thought I would do poorly at Ford; they said I would be the first one fired. But they didn't realize how well I could clean up and how well I knew how to talk to the board of directors and to a parts puller who needed a draw to pay his electric bill. Learn to treat people in a manner that makes them relaxed and appreciated, whether they are above or below you in the hierarchy and you will be even more successful.

Remember only you can make business great!

Ron Sturgeon, Mr. Mission Possible, has been a successful business owner for more than 35 years. As a small business consultant, he can deliver wisdom and advice gleaned from an enviable business career that started when he opened a VW repair business as a homeless 17-year-old and culminated in the sale of several businesses he built to Fortune 500 companies.

Ron has helped bankers, lawyers, insurance agents, restaurant owners, and body shop owners, as well as countless salvage yard owners to become more successful business people. He is an expert in helping small business owners set the right business strategies, implement pay-for-performance, and find new customers on the web.

As a consultant, Ron shares his expertise in strategic planning, capitalization, compensation, growing market share, and more in his signature plainspoken style, providing field-proven, and high-profit best practices well ahead of the business news curve. Ron is the author of nine books, including *How to Salvage More Millions from Your Small Business*.

To inquire about consulting or keynote speaking, contact Ron at 817-834-3625, ext. 232, [rons@MrMissionPossible.com](mailto:rons@MrMissionPossible.com), 5940 Eden, Haltom City, TX 76117.

## PLATINUM GROUP METALS KNOWLEDGE

Recore Trading Company has spent years analyzing 1000's of catalytic converters in our precious metals lab and have proven time and time again that no grading system will maximize a customer's profits. The value of just one cat from the same year, make and model vehicle can vary from \$70 to \$185 based on the precious metal content.



# You ARE Sending Subliminal Messages! By Mike French



Recently I saw a True Value Truck making a delivery to a store near where I live. On the side of the truck was a gigantic photo of an electric drill with its bit about to engage a large screw. At top right above the screw was the company logo. I could not believe what I was seeing and snapped a picture of it. I wondered

how the creator of the ad could have missed its obvious message.

I want to make it clear that I am a great fan of True Value. I shop at True Value all the time. It is only the ad on the side of their truck I am criticizing.

Back to the story: the truck driver was standing nearby. I asked him if he had noticed what was printed on the side of his truck. I asked him if he knew what message it was conveying to the public? He said, "Yeah, I noticed!

I think it is saying what that screwdriver is about to do to that screw, True Value is about to do to you." That is what I thought, too.

Speaking of subliminal messages, I saw an advertisement for a salvage yard that was written out exactly like this...

## Cheap Recycled Auto Parts

I do not think the yard owner noticed the first letter in each word spelled out the word CRAP. The message was probably picked up by the subconscious minds of many who therefore didn't respond positively to his ad.

## About subliminal messages

Simply defined, a subliminal message is anything that sends a, sometimes unintended, message which is picked up by your subconscious mind.

## Deliberate subliminal messages

Subliminal message advertising was the brainchild of NY market researcher, James Vicary. He boasted that his subliminal messages, hidden cleverly in his ad campaigns for theaters, caused Coca-Cola sales in the lobby to increase 58% and popcorn sales to rise 18%. He immediately received an avalanche of criticism from outraged citizens and congressmen prompting many studies with mixed results.



## How the brain responds to subliminal messages

There are many examples of how the brain responds to subliminal messages in advertising. One famous statement is about how to sell steaks. According to the marketers, "It's not the steak on the plate that makes the sale. It's the sizzle on the grill that makes people feel hungry for steaks; then they buy them." So, their ads show steaks sizzling loudly on a grill. Similarly, to sell beer, young people are shown in ads holding beer at parties while surrounded by great looking friends having a wonderful time. To sell clothes, outfits are worn by beautiful people doing fun things in amazing settings with other beautiful people. The subliminal message is that you will get the same experience when using the product.

## Non-deliberate subliminal messages

There are other kinds of subliminal messages sent by businesses. These messages affect sales positively or negatively. The messages may be unintentionally sent, yet they are powerful. People make all kinds of instant decisions based on subliminal messages they receive from the appearance and condition of a business. If a business is not clean and tidy, customers will get the subliminal message that what you sell them will be in that same condition. Everything about your business sends subliminal messages to customers. You can control messages people get by controlling what customers see at your business.

## Your Buildings:

- Do they look well maintained?
- Are they clean, tidy, and organized inside and out?
- Do they need repair and fresh paint?
- Are the building colors pleasing and consistent?
- Are building gutters and downspouts undented, clean and on straight?
- Does the front of the building, steps, and entry look safe, clean, and inviting?
- Are door stickers (business hours, associations, etc.) unfaded and in perfect condition?
- Are windows without cracks and sparkling clean inside and out?
- Are the floors in all buildings well maintained and clean?
- Are public restrooms clean and consistently well supplied with towels and toilet paper?

## Your parking lot:

- Is your parking lot clean and welcoming?
- Is the parking lot free of dirt and debris?
- Are parking stripes fresh, not faded?
- Are weeds and grass growing up through cracks in the pavement?
- Are there potholes or broken abutments?
- Is there good lighting?

## Your sidewalks and pathways:

- Are they level and free of broken concrete and cracks?

## WHAT ARE YOU WAITING FOR GIVE US A CALL TODAY!

The Recore Trading Company team is always looking for new, innovative ways to earn your business.

Customer satisfaction is our utmost concern and we promise you prompt, courteous and friendly service based on our core values—honesty, trust and dependability. After all, most of our customers have become our long lasting friends. So if you've been thinking about calling us, give us a call today!





# Discouragement vs Imagination By Chad Counselman



Discouragement is the starvation of imagination. Does discouragement lead to a lack of imagination OR does the lack of imagination result in discouragement. Either way, we **MUST** remain imaginative during these times.

Since its inception, the Automotive Recycling Industry has survived every economic downturn in the history

of man. As a matter of fact, our industry actually grows during downturns in the economy. Once the Lockdown of 2020 ends, we will see an economy that will slowly return to normal - over a two-year period. But, during that recovery period, people will be very hesitant to spend

major amounts of money. We will see a prolonged dip in new car sales which will generate a major upswing in the utilization of Recycled Original Equipment (ROE) parts in the mechanical repair process. We are also hearing that insurance companies have concerns about the New OEM supply chain being affected for months and months following the Lockdown of 2020. They, the insurers, are now looking to increase the utilization of ROE parts in collision repairs through changes pushed down from them to the repairer.

That sounds like a Win-Win for ROE parts! The question now becomes: Are you ready to meet the demand of these increased sales? Spend some time now, rethinking some

*continued on page 6*

## You ARE Sending Subliminal Messages! Continued from Page 4

- Are there well-maintained paths or sidewalks to the entrance from the parking lot?
- Are there clearly marked direction signs and arrows?
- Are paths and sidewalks well lit?
- Are paths and sidewalks handicap friendly?

### Your employees:

- Is there a dress code?
- Are employees neat and clean?
- Is there a standard uniform with name tags?
- Are employees friendly and courteous to both customers and other employees?

### Your sales counter:

- Is it clean, well-organized, and pleasing to the eye?
- Are computers and office machines clean and free of clutter?
- Are counter signs non-negative, professionally produced and placed neatly?
- Are walls behind sales staff free of offensive calendars or non-business-related photos or information?

### Your show room:

- Is it modern, clean and eye catching?
- Does it display up-to-date, fresh inventory?
- Does it highlight your company's vision and history?
- Does the customer waiting area have comfortable seating with coffee, etc.?

### Your delivery vehicles:

- Are vehicles painted or wrapped with appropriate business images, slogans, and logos?
- Are they clean and in good repair?
- Are they parked neatly in a designated area?
- Do delivery drivers wear uniforms with company's name, logo, and their name tag?

### Your company's signs:

- Are they modern and professionally made?
- Do they have your company's colors, name, logo, and slogan?
- Are they kept up-to-date and look fresh and new?
- Are they well lighted?

### Your shipping:

- Are your shipping supplies modern and professional looking?
- Do you adhere box labels to every shipment with your name, logo, and slogan?

### Your yard:

- Is it clean and well organized?
- Is it free from junk and clutter?
- Is it free from grass and weeds?

### Your marketing products:

- Are your flyers and brochures clean and professional looking?
- Do photos of owners and sales staff look friendly and ready to serve customers?
- Do you have fresh photos of your facility, buildings, and yard?
- Does your brochure have a brief description of your history and a vision statement?
- Does your brochure reflect your commitment to the environment and your community?
- Do you have business cards, with smiling photos, of all employees?

It is worth your effort to work continuously to control every aspect of your company's image. Pay attention to what customers see when they enter your business. Remember, you never get a second chance to create a great first impression. The positive image you create for your business will translate into satisfied customers and positive sales.

## GET PAID FOR YOUR CATALYTIC CONVERTERS LIKE THE BIG GUYS DO!!

We pioneered small lot assay based converter processing so our suppliers could get paid the same as those processing 1,000's of cats. With our exclusive in-house process, you get paid for every gram of precious metals. No waiting on your money and much higher returns=WIN/WIN!! **CALL US TODAY WITH ANY QUESTIONS OR CONCERNS, WE'RE HERE TO ANSWER YOUR QUESTIONS!**



# Discouragement vs Imagination *Continued from Page 5*

of your processes and policies. Use your imagination to create processes that are more streamlined, more efficient, and may give you a higher ROI.

Let's think through some of your processes:

## 1. BUYING

- Are you buying the right car every time? Is it time to invest in a tool to help you buy better?
- Is it time to delegate buying to someone other than yourself?

## 2. INVENTORYING

- Are you inventorying the correct parts? Should you start to inventory a different number of parts? Evaluate demand trends and brokering trends to spot part types that you may be letting slip by you into the crusher.
- Are you pricing your parts correctly? You are not running a museum. Price to sell. Cash flow occurs when inventory turns increase. Make the parts move at the correct pace by pricing them correctly. Use some slow time to reprice stale inventory.

## 3. SALES

- Are you motivating your sales team correctly? Is it time to evaluate your commission pay system?

## 4. DELIVERIES

- Are you wasting money on excessive delivery routes? Is it time to look at revamping your deliveries completely?
- Is there a chance that a cooperative delivery relationship with another recycler could reduce your delivery expenses?

## 5. BROKERING

- What is your in-stock lookup ratio? 40%-50%? Are you saying 'no' to 50% to 60% of all requests because you are not brokering or are under-brokering?
- Increase your sales by filling in the gaps within your inventory by brokering those parts from fellow recyclers. It's time to change your mindset on this, if you are not currently brokering.

## 6. TRADING GROUPS

- Is it time for you to step up and join a trading group? When I owned my yard, my top 14 customers were other recyclers.



I'm sure I could list another 6 ideas if I tried, but the point here is simple: Use this time to evaluate your operation. Can you implement changes during these slow times that will properly prepare you for a spike in demand in the coming months?

If I can help any of you with strategy development or you just want to bounce around some ideas, you can reach me at [Chad@WiseCounselGroup.com](mailto:Chad@WiseCounselGroup.com).

Chad Counselman  
Melbourne, Australia  
3-Time Inc 5000 Winner

### MARKET WATCH EMAIL ALERTS!

As the ferrous and nonferrous markets change, we will keep

you informed via a blind group email. We keep an eye on the markets all day and when there is a significant change, up or down, we will let you know. This information can have a direct impact on your bottom line, so sign up today. It is absolutely free and there is no obligation. **To get on our list, send an email to Pat at: [sales@recoretrading.com](mailto:sales@recoretrading.com).**

Spot Prices Aug 14, 2020 at 15:19 New York Time				
<a href="http://www.kitco.com">www.kitco.com</a> Please Press Reload or Refresh to Update				
▼ GOLD	▼ SILVER	▼ PLATINUM	▼ PALLADIUM	▲ RHODIUM
1942.10	26.18	934.00	2017.00	9000.00
-10.70	-1.31	-14.00	-30.00	+300.00



### WHAT SETS US APART?

**HERE'S HOW RECORE TRADING IS DIFFERENT THAN ANY OTHER CATALYTIC CONVERTER BUYER!**

1. IN HOUSE PRECIOUS METALS LAB!
2. ASSAY BASED KNOWLEDGE TO GROUP SIMILAR METAL CONTENT CATS TOGETHER AND PROCESS THEM THAT WAY FOR MAXIMUM RETURN! NO ONE ELSE HAS THIS!!
3. IN HOUSE DECANNING!
4. IN HOUSE MILLING AND SAMPLING!
5. WE SELL DIRECT TO THE MANUFACTURER!
6. IN HOUSE CONVERTER PROCESSING WITH RESULTS IN 7 TO 10 DAYS ON ANY SIZE LOAD!

RECORE TRADING COMPANY IS THE ONLY CATALYTIC CONVERTER BUYER WITH EVERYTHING DONE IN HOUSE, CUTTING OUT ALL OF THE MIDDLEMEN.

EVEN ON SMALL LOADS OF 100 CONVERTERS WE CAN PROCESS THEM BASED ON RETURN AND PAY YOU FOR EVERY GRAM OF PRECIOUS METALS CONTAINED. EVERY SUPPLIER THAT SELLS THEIR CATS TO RECORE RECEIVES MORE MONEY!

**WE UNDERSTAND THAT OUR SUCCESS IS YOUR SUCCESS, SO LET'S SUCCEED TOGETHER!**



# Still Building the Best Selling High Speed Car Crushers and Baler Loggers in the Industry

Email [service@overbuilt.com](mailto:service@overbuilt.com)  
or call 605-352-6469



**OverBuilt**  
OV B HOLDINGS, LLC

800-548-6469 605-352-6469

**[www.OverBuilt.com](http://www.OverBuilt.com)**

[sales@overbuilt.com](mailto:sales@overbuilt.com)

## Laughter is the Best Medicine

A Priest was about to finish his tour of duty, and was leaving his Mission in the jungle where he has spent years teaching the natives, in their language, when he realizes that the one thing he never really taught them much was how to speak English.

So he takes the chief for a walk in the forest. He points to a tree and says to the chief, "This is a tree."

The chief looks at the tree and grunts, "Tree."

The Priest is pleased with the response.

They walk a little further and he points to a rock and says, "This is a rock."

The chief looks and grunts, "Rock."

The Priest was really getting enthusiastic about the results when he hears a rustling in the bushes.

As they peek over the top, he sees a couple of natives in the midst of heavy sexual activity.

The Priest is really flustered and quickly says, "Man riding a bike."

The chief looks at the couple briefly, pulls out his blowgun and kills them both.

The Priest goes ballistic and yells at the chief that he has spent years teaching the tribe how to be civilized and be kind to each other, so how could he kill these people in cold blood that way?

And the chief replied, "My bike."

**Q:** What has 75 balls and screws old ladies?

**A:** Bingo!



After twelve years of therapy my psychiatrist said something that brought tears to my eyes.

"No hablo ingles."

A gynecologist notices that a new patient is nervous. While putting on the latex gloves, he asks her if she knows how they make latex gloves. The patient says no. The doctor says, "There is a plant in Mexico full of latex that people of various hand sizes dip their hands into and let them dry. She does not crack a smile, but later she laughs. The doctor says, "What's so funny?" She says, "I'm imagining how they make condoms."



Did you hear about the dyslexic traffic cop who spent the weekend handing out IUD's?



I'm not calling you a slut, I'm calling you a penny: two faced, worthless, and in everyone's pants.



### ROLL OFF CONTAINER AND PICK UP SERVICE

Recore Trading Company offers roll off container and pick up service throughout the Northeast for all automotive scrap they purchase. They provide prompt, courteous service with immediate cash payment by some of the best people within the industry.



Vermont  
Auto  
Recyclers  
Association



**WE WELCOME YOUR COMMENTS** Please know that any article or information in our newsletter is the expressed opinion of the writer. If you are enjoying our newsletter, we'd love to hear from you and if for any reason you are not, just let us know, and we will remove you from the mailing list. Contact us at [sales@recoretrading.com](mailto:sales@recoretrading.com).

**603-437-3000 • 855-647-3267 • Fax: 603-881-3900**